

R RYAN PARRISH

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Analytical and creative producer with over 10 years experience managing projects in the video, branding, and tech startup space. Passionate about building innovative creative teams and earning the trust of clients, while maximizing efficiency and transparency to create great content.

EXPERIENCE

Senior Project Manager 2021 – 2022

● Southern Made | Nashville, Tennessee

- Own the overall customer experience and relationship and serve as the primary point of contact for each project
- Direct and oversee the completion of dozens of custom web apps from kick off meeting to deployment by managing timelines, budgets, and writing user requirements
- Manage the design and technical development process including user stories and acceptance criteria for developers to build against, create wireframes, and clickable demos for client approval
- Align and track project resources and tasks while creating retrospectives on wins / areas to improve on future projects

Project Manager 2019 – 2021

● Fresh Branding | Nashville, Tennessee

- Manage dozens of projects per month as senior right hand to CEO/Creative Director and our creative team comprised of Art Director, two Graphic Designers, Content Manager, and Marketing Services Manager
- Responsible for day to day client communication from initial project request to project completion - including onboarding, budgeting / building quotes, monitoring retainer hours, and assigning projects to the appropriate creative team members per client
- Lead the weekly meeting with the creative team to strategize, update, and assess progress on current branding projects
- Implemented strategic efficiencies in team communication by managing requests in project management software, while also transitioning the team to virtual communication tools while working from home during the Covid-19 pandemic

Senior Line Producer / Video Producer 2013 – 2019

● Studio Now, Inc. | Nashville, Tennessee

- Led a team of Producers that grew strategic Fortune 500 accounts to handle a high volume of 300+ projects annually, and an average revenue growth of 50% year over year
- Execute video projects as sole production liaison for large brands and agencies from initial concept through delivery. Some clients include P&G, The Home Depot, Bridgestone, PwC, FedEx, Charles Schwab, Kraft Heinz, L'Oreal, Hilton, among many more
- Manage day to day client operations from the onboarding process to project completion, assign and mentor Line Producers and handle exceptions
- Curate a list of creatives within our network for clients by building RFP's and managing the bidding process within StudioNow's proprietary software (SaaS)

Associate Producer 2012 – 2013

- Won a Bronze Telly Award in 2014 for producing video and photography for 38 of the 50 states in AOL and Ford's "This Built America" campaign
- Lead Producer for scaled video projects overseeing development from conception (including scripts/storyboards) to completion
- Support Senior Producers on large-scale video projects for clients by managing budgets, pre-production/production/post-production timelines and film crews

Production Coordinator 2011 – 2012

- Coordinated high volume scaled production for clients including AllState, Ameriprise Financial, AOL, Patch, YP.com, Zillow
- Responsible for matching clients with filmmakers to create videos, guiding both the client and filmmaker through the production process to deliver quality deliverables for every project



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Strategic Marketer 2009 - 2011

● Bookfool.com | Nashville, Tennessee

- Created and developed a new low cost, high impact ad campaign to grow brand identity on multiple college campuses across the southeast
- Led and managed the development, deployment, and logistics of the student marketing missions each semester

Previous Experience 2005 - 2009

● Freelance Production Assistant | Nashville, Tennessee

- Assisted production teams for ESPN, ABC, CMT

● Freelance Producer & Engineer | Nashville, Tennessee

- Write, create, and produce sound for albums and short films

● Internships | Nashville, Tennessee

- Taillight TV
- The Castle Recording Studio

● Advantage Business Solutions, Inc. | Nashville, Tennessee

- Created and implemented monthly marketing specials for clients
- Generated and maintained business with clients by fulfilling orders, researching competitive pricing, and coordinating shipments

● Mars Inc. (U.S. Pet Care Division) | Nashville, Tennessee

- Managed the flow of \$1 million net worth of non-produced items into four manufacturing plants and warehouses to fulfill customer orders, while building trusted relationships between the Customer Service department and Plant Managers
- Resolved inventory discrepancies, ensured that plants maintained accurate inventory levels and maintain appropriate service levels above 98%
- Facilitated and prioritized effective communication and product requests between the corporate office and 28 national manufacturing plants

EDUCATION

● SAE Institute of Technology

2007 - 2009

- Audio Technology, Engineering, Production

● University of North Carolina at Charlotte

1998 - 2001

- Bachelor of Arts in Psychology, Minor in Sociology

● Interests

- Written, recorded, and performed music to a cult fan base for two decades that receive 1 million streams annually. Released 10+ albums signed to 6 record labels. Featured in major motion pictures and networks CBS, MTV, and VH1
- Historic home preservation and renovation, with a special interest in the Mid-century Modern era. Helped spearhead the establishment of a historic overlay in Nashville's 12South neighborhood in 2016
- Misc: Travel, Psychology, Hiking, History, Film/TV